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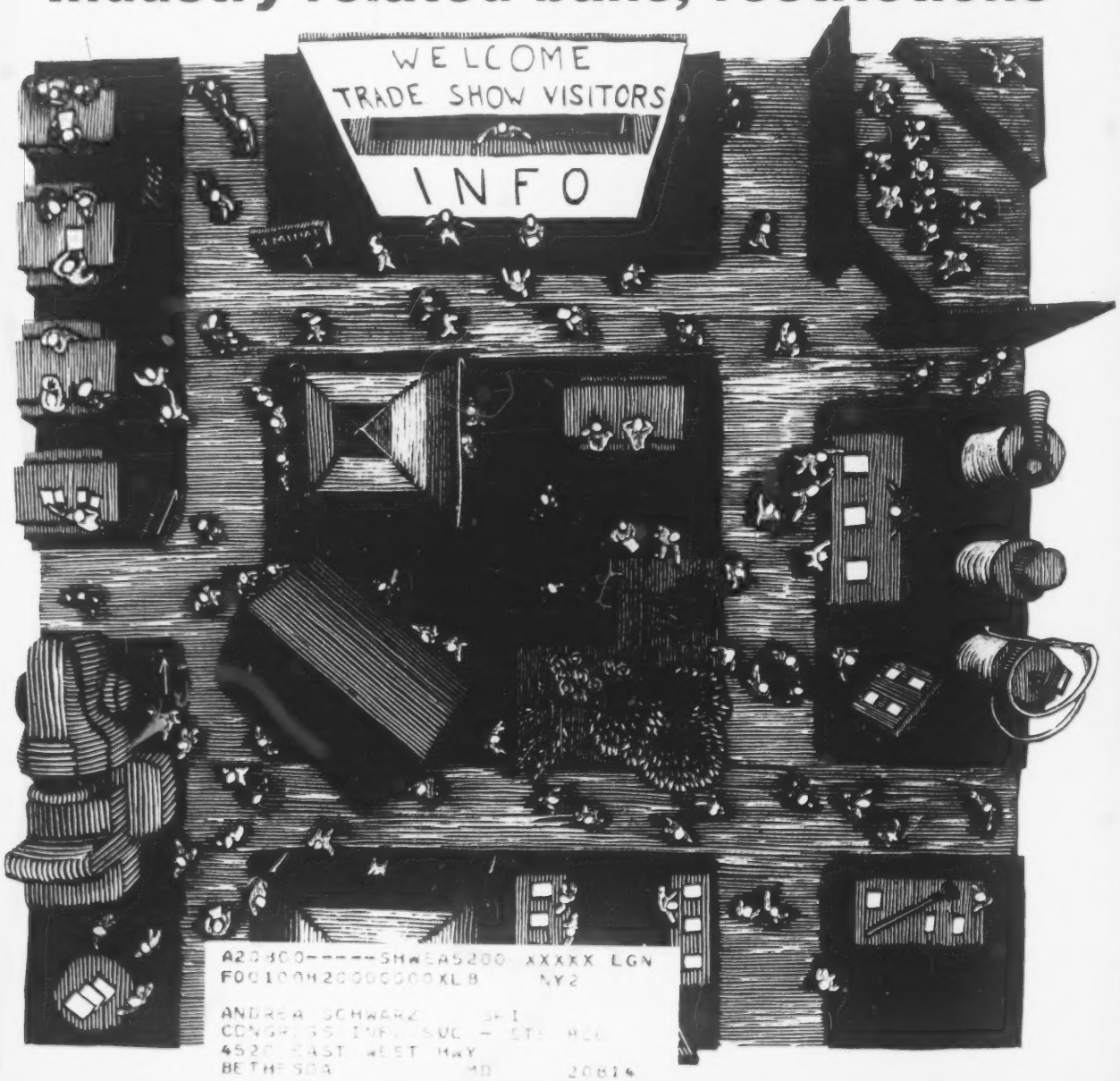
Lawn&Garden Marketing™

An Intertec publication

Cover story: Trade show overviews

Industry-related bans, restrictions



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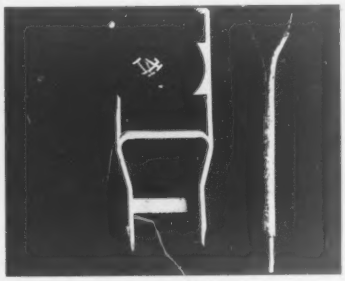

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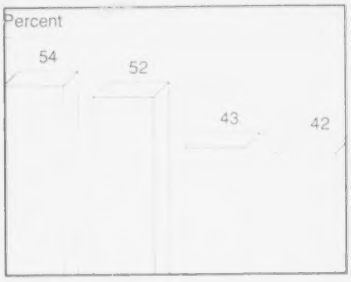

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Trade show overviews

From seminars that can help improve your business to hundreds of new products, these trade shows are for everyone. Shows covered include:

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Did you know?

By far, the most popular retail outlet for lawn and garden purchases by consumers are garden centers/retail nurseries, followed by hardware stores, mass-merchandise/discount stores, feed/seed stores, supermarket/drug stores, home centers and mail order houses.

Source: 1988-89 National Gardening Survey

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Feedback

By Wendy A. Bishop, *associate editor*

Trade show attendance

We live in an information society. Those who get ahead are the ones who have knowledge. Information gives you an edge in today's competitive marketplace. It keeps you ahead of the pack. Attending trade shows can help give you that edge.

Eighty-eight percent of the respondents to a *Lawn & Garden Marketing* questionnaire said they had attended trade shows in the past.

Garden center retailers were the most likely to have gone to a show with 94 percent reporting attendance. Power equipment dealers weren't far behind—85 percent said they had been to trade shows. Hardware store/home center retailers, with an 81 percent attendance rate, were the least likely to have attended.

Many retailers who responded said they were looking for tangible, useable gains from a trade show. "[I want] more info on what's up and coming, how to stay ahead, distributor order programs...that really mean something," said Lyle Allen Jr., Allen's Garden Center, St. Louis, Mo.

Power equipment dealers agree. Richard Paul, Paul's Sales & Service, N. Salt Lake, Utah, said he's looking for "information that makes us more valuable to our customers."

Of those respondents who said they hadn't attended trade shows, most—59 percent—said the shows were too costly; 41 percent said trade shows were too far away.

Reasons to attend

The No. 1 reason to attend trade shows most likely to be mentioned by respondents was to see new products. Sixty-four percent of the power equipment dealers, 60 percent of the garden center retailers and 52 percent of the hardware/home centers readers agreed.

The second most often mentioned reason to attend trade shows was to look for new suppliers. Thirty-four percent of the garden center respondents, 19 percent of the hardware/home center retailers and 30 percent of the power equipment dealers ranked said it was important.

While attending educational seminars also was mentioned as important, several respondents said they would like to see more seminars with information that can be used in day-to-day business operation.

Seminars are playing a larger role at many trade shows. Dave Rabuck, Town & Country Nursery, LaValle, Wis., says he has changed his approach to attending trade shows. "We now concentrate more on seminars and less on trade shows."

Retailers are most interested in attending seminars on merchandising and sales techniques. Garden centers and hardware/home centers ranked merchandising first, sales techniques second and general business third. Power equipment dealers were more interested in sales techniques and ranked it No. 1.

Which shows are attended

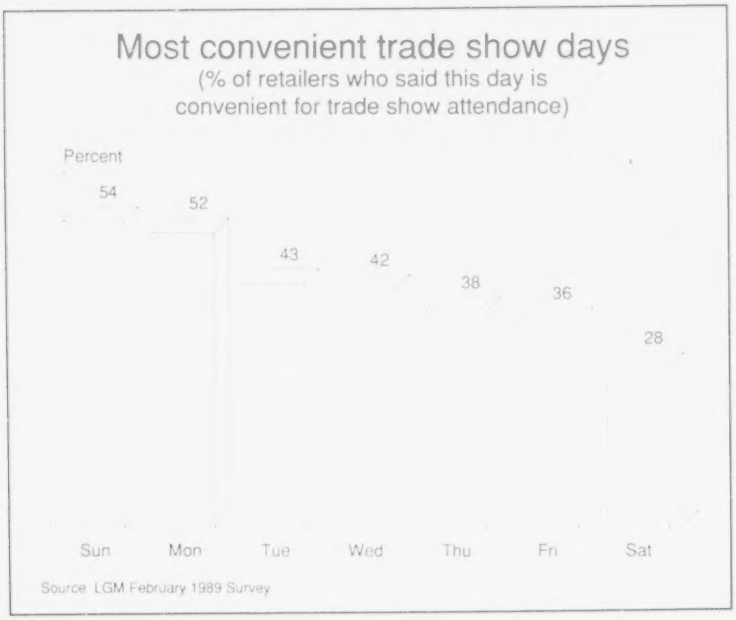
Distributor shows ranked the highest for attendance. Hardware/home centers said they were most likely to attend; 87 percent had attended one in the past. Sixty four percent of the power equipment dealers who responded said they had attended distributor shows in the past, while 52 percent of the garden centers had gone.

Garden center respondents were the most likely to have attended a regional trade show. Twenty-four percent had been to the Pacific Horticultural Trade Show; 18 percent had attended Penn Allied Nursery Trade Show; and 15 percent had been to the Farwest Show & Ornamentals Northwest Seminars.

One might think that power equipment dealers would top the list of attendees at the International Lawn, Garden & Power Equipment Expo. However, 39 percent of hardware/home center respondents said they had attended, while 30 percent of the power equipment dealers reported attendance.

Hardware/home center retailers also topped the list of National Hardware Show® attendees; 29 percent had been to the show. Garden center respondents came in second, with 22 percent reporting attendance.

Retailers attend trade shows for numerous reasons and all have different goals they would like to accomplish, but Pat Martin, Martin's Garden Center, summed it up most simply, "You go if you have a desire to gain more information." **—LGM**



Wendy A. Bishop is the associate editor of Lawn & Garden Marketing. Each month she calls on retailers of lawn and garden products across the United States to discuss topics of relevance to their businesses. Retailers also are queried each month through surveys in Lawn & Garden Marketing. The results of these surveys are compiled by the LGM research department for use in the magazine and the industry at large.

Ra-Pid-Gro production moved

The Ra-Pid-Gro® production facility in Dansville, N.Y., closed June 1. Production has been moved to Fort Madison, Iowa, to consolidate operations with an existing plant there.

In other news from Chevron, its Ortho Consumer products division has developed a contest that enables both dealers and users to win prizes.

In the "Everything's Coming Up Roses" contest, consumers have a chance to win one of four trips to the 1990 Rose Bowl. The dealers named on the winning entries will receive a matching trip. The trips include transportation, hotel accommodations, tickets to the game and parade, passes to Disneyland and $1,000 cash. Hundreds of runner-up prizes also will be awarded.

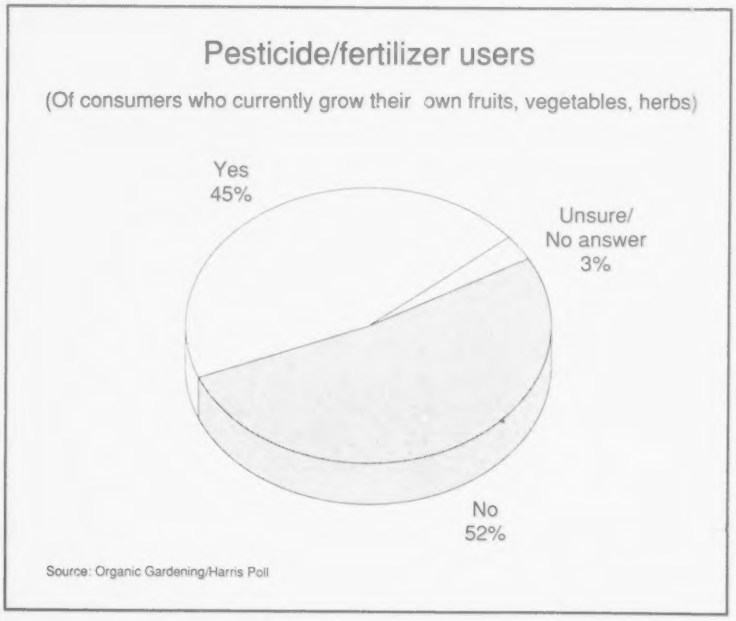
Ortho has a full line of advertising support for the contest, including national print and regional spot television advertising and POP materials. Contest deadline is Aug. 31.

California L&G market studied

A study of California gardeners has just been completed by the University of California Cooperative Extension. According to the study, more than 25 percent said their reason for gardening was to increase their property value. Caring for container plants is the most common gardening activity, and nearly half of California gardeners turn to garden supply or nursery salespeople for answers to their gardening questions.

Outlining the importance of this kind of study, Ted Stamen, urban horticulture adviser for U.C. Cooperative Extension in Riverside County, says, "Retail sales of lawn and garden products reach over $2 billion each year in California, so the lawn and garden industry needs an accurate profile of the California gardener to plan effective marketing and educational programs."

A report titled "Marketing Study of California Lawn and Garden Consumers," summarizes the results of the study and includes detailed demographic information based on statistically significant comparisons. The report is available for a nominal fee from the U.C. Cooperative Extension, 21150 Box Springs Road, Moreno Valley, CA 92387.



Briefs

• The Professional Plant Growers Assn. has released a video called "Blooming Profits." The training video covers all the basics of fundamental care of plants and proven marketing techniques. The 15-minute video is a fast way to acquaint employees with garden marketing, and it also comes with employee booklets to reinforce the concepts. For more information, contact PPGA at P.O. Box 27517, Lansing, MI 48909, (517) 694-7700.

• **WadeRain,** Beaverton, Ore., has appointed Eastern Sales and Marketing as its new representative for the Acu-Drip System. Five sales reps will cover territory in the southeastern United States.

• Larry Kujovich joined **The Toro Co.,** Minneapolis, as vice president of irrigation products. He will be based in Riverside, Calif., and will oversee all activities relating to the company's line of sprinklers, valves and controllers.

• Robert D. Rudow was appointed national accounts manager for the lawn and garden business group of **Monsanto,** St. Louis. Rudow will manage selective distributor accounts and coordinate marketing activities.

• Under a new organizational plan at **Safer Inc.,** Newton, Mass., Jack Hesse was named chairman by the board of directors. A management committee of senior executives will be chaired by vice president Marc E. Goldberg.

• **Century Rain Aid.** Madison Heights, Mich., is expanding its headquarters to accommodate a new computer system. The system will allow customers to have instant inventory information on the availability of products.

• Joel Albizo is the new administrator of The Garden Council. He will manage the day-to-day operations of the Council and coordinate the marketing and public relations programs. The programs are aimed at promoting horticulturally-related products to the general public.

• **Weathashade Corp.,** Orlando, Fla., soon will export its garden fabrics to Brazil. Weathashade is recognized by *INC.* magazine as one of the 500 fastest-growing corporations in the United States.